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## FOR IMMEDIATE RELEASE

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## **Watford City Launches Awareness Campaign** **Take a Closer Look...Don't Get Benched by Alcohol, Prevent Underage Drinking**

Watford City, N.D. –During the Watford City District 1 Boys and Girls Basketball Tournament, the McKenzie County Community Coalition (MC3) will launch a new awareness campaign. The local campaign is titled "Take a Closer Look...Don't get Benched by Alcohol, Prevent Underage Drinking." This initiative is part of Watford City being selected as a Targeted Community by the Department of Human Services' Division of Mental Health and Substance Abuse Services.

During the tournament, members of the community & the Watford City Student Council will be handing out team spirit wave rags personalized to Watford City. The rags also have the campaign slogan to further enhance the awareness of underage drinking and Watford City's prevention efforts.

"It is a great that we have a community that is willing to take their time out of their busy schedules to help organize events to help with the prevention of underage drinking," said Randy Cranston, Watford City High School Athletic Director.

"Underage drinking is a serious issue, said Marcia Hellandsaas, NDSU McKenzie County Extension Agent. "I'm excited and thankful our community is supporting prevention efforts."

This campaign is part of a statewide campaign used to create awareness of current prevention efforts and programs. In ND, 97% of community members surveyed agree that preventing alcohol and other drug use among youth is important (ND Community Readiness Survey, 2008).

"This is an opportunity to create awareness that prevention efforts are happening locally and for people to get involved," said Tom Volk, community prevention specialist for the division.

The Division of Mental Health and Substance Abuse Services is a leading resource of substance abuse prevention information and efforts in the state. The division operates the North Dakota Prevention Resource and Media Center, which offers free resources to individuals, schools, and communities.

For more information on the services or resources, contact the Prevention Resource and Media Center at 701-328-8919, toll-free 1-800-642-6744 or visit our Web site [www.nd.gov/dhs/prevention](http://www.nd.gov/dhs/prevention).

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